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Allied Esports' VIE.gg CS:GO Legend Series Reaches 1.7 Million Unique Viewers

Most-Watched Legend Series Event in Allied Esports History Drives 400% Increase in New Users and 300% Increase in Deposits on VIE.gg Platform

VIE.gg CS:GO Legend Series and Allied Esports Odyssey Tournaments Combine to Drive Record Viewership and Follower Growth Over Five-Week Period

IRVINE, Calif.--(BUSINESS WIRE)-- Allied Esports, a global esports entertainment company and a subsidiary of Allied Esports Entertainment, Inc. (NASDAQ: AESE), drew 1.7 million unique viewers for the VIE.gg CS:GO Legend Series tournament, which ended Sunday, September 13. The two-week competition, which also generated over 1 million hours watched and reached 98,000 peak viewers, is the company's most-watched Legend Series event since the tournament series was created in 2017.

This press release features multimedia. View the full release here:

<https://www.businesswire.com/news/home/20200917005328/en/>

The professional Counter-Strike tournament, which was produced from Allied Esports' HyperX Esports Studio in Hamburg, Germany, was a global event reaching esports audiences across multiple continents and languages. Allied Esports worked with various partners to broadcast the tournament on Twitch in six languages – English, Portuguese, Russian, Spanish, French and German – and on Chinese streaming platform HUYA, which carried both English and Chinese streams.

The tournament capped a historic five-week period for Allied Esports' online tournament streams. The VIE.gg CS:GO Legend Series and the Allied Esports Odyssey, an official tournament in Riot Games' VALORANT Ignition Series that ran August 11-16, combined for 4 million unique viewers and 2 million hours watched. The two tournaments also generated a total of 37,000 new followers across Allied Esports' Twitch channels, an increase of 68% since August 10, to raise the combined total of followers to 91,044. Allied Esports' social platforms, including Twitter, Instagram and Facebook, generated a net audience increase of 4,900% and engagement increase of 486% compared to the previous five-week period.

"The VIE.gg CS:GO Legend Series is a great example of the ability of our tournaments to deliver dedicated content to an enthusiastic, engaged audience, and we will continue to develop these brands to meet the needs of partners as the esports industry continues to evolve," said Frank Ng, CEO of Allied Esports Entertainment. "This tournament was an excellent start to our partnership with Esports Entertainment Group, as we introduced their wagering platform to millions of people around the world, and we look forward to creating more valuable content with them in the near future."

The VIE.gg CS:GO Legend Series tournament was Allied Esports' first Legend Series event

to include a licensing partner and title sponsor through its partnership with Esports Entertainment Group. As a result, Esports Entertainment Group saw a 400% increase in new users and a 300% increase in deposits on the VIE.gg platform compared to the same period in the prior month.

Each broadcast during the VIE.gg CS:GO Legend Series tournament prominently featured a wagering component, including dynamic live odds that were on display for the entirety of each match.

“We are absolutely thrilled with the viewership numbers for the VIE.gg CS:GO Legend Series, a new benchmark for Allied Esports and a great introduction of our VIE.gg brand to fans around the world,” commented Grant Johnson, CEO of Esports Entertainment Group. “Working with the team at Allied Esports on this tournament has been a great experience, and we’re already in discussions for the next event.”

The online event was also the first esports tournament registered for legal betting in the state of New Jersey, an announcement that was made by the New Jersey Economic Development Authority (NJEDA) and the New Jersey Division of Gaming Enforcement (DGE) on September 2.

The VIE.gg CS:GO Legend Series featured 16 Counter-Strike teams from multiple European countries, the Commonwealth of Independent States (CIS) region and South America, including seven teams ranked in the top 50 globally. Kazakhstan’s Winstrike, which jumped from No. 60 in the world at the start of the tournament to No. 34, defeated 32nd-ranked Heretics from France 3-0 in the best-of-five Grand Final to secure the first VIE.gg CS:GO Legend Series title and €17,000 of the €50,000 total prize pool. Every game from the two-week tournament can be watched in full at youtube.com/alliedesports.

Allied Esports’ original Legend Series tournament brand was designed to expand the competitive ecosystem and total prize pool for teams ranked outside of the first tier. The VIE.gg CS:GO Legend Series was Allied Esports’ seventh edition of the CS:GO Legend Series and the 13th Legend Series event overall, with previous versions of the series featuring VALORANT, League of Legends, Call of Duty, Overwatch and FIFA.

About Allied Esports

Named one of the World’s Most Innovative Companies by Fast Company, Allied Esports International, Inc. is at the forefront of esports entertainment with a global network of properties designed to serve as competition battlegrounds, community experience hubs and content production centers.

Through direct operation or membership in the Allied Esports Property Network, the world’s first esports affiliate program, Allied Esports’ facilities span North America, Europe, China and Australia, and include the world-renowned HyperX Esports Arena Las Vegas, a fleet of mobile arenas, the HyperX Esports Trucks, and the HyperX Esports Studio in Hamburg, Germany.

Allied Esports’ properties serve as the home to a number of online and offline proprietary productions and events, including Friday Frags and Saturday Night Speedway, as well as original partner programs like the Simon Cup.

For more information about Allied Esports, visit AlliedEsports.gg and follow [@AlliedEsports](https://twitter.com/AlliedEsports). Allied Esports International, Inc. is a subsidiary of Allied Esports Entertainment, Inc.

About Allied Esports Entertainment

Allied Esports Entertainment, Inc. (NASDAQ: AESE) is a global leader in esports entertainment, providing innovative infrastructure, transformative live experiences, multiplatform content and interactive services to audiences worldwide through its strategic fusion of two powerful brands: Allied Esports and the World Poker Tour (WPT). For more information, visit AlliedEsportsEnt.com.

Forward Looking Statements

This press release includes “forward looking statements” within the meaning of the “safe harbor” provisions of the United States Private Securities Litigation Reform Act of 1995. When used in this press release, the words “estimates,” “projected,” “expects,” “anticipates,” “forecasts,” “plans,” “intends,” “believes,” “seeks,” “may,” “will,” “should,” “future,” “propose” and variations of these words or similar expressions (or the negative versions of such words or expressions) are intended to identify forward-looking statements. These forward-looking statements are not guarantees of future performance, conditions or results, and involve a number of known and unknown risks, uncertainties, assumptions and other important factors, many of which are outside the control of us, that could cause actual results or outcomes to differ materially from those discussed in the forward-looking statements. Important factors, among others, that may affect actual results or outcomes include: our ability to execute on our business plan; our ability to retain key personnel; general economic and market conditions impacting demand for our products and services; adequacy of our funds for future operations; our future expenses, revenue and profitability; our ability to develop new products; our dependence on key suppliers, manufacturers and strategic partners; and industry trends and the competitive environment in which we operate. These and other risk factors are discussed in our reports filed with the Securities and Exchange Commission. We do not undertake any obligation to update or revise any forward-looking statements, whether as a result of new information, future events or otherwise, except as required by law.

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